
Report to:	Cabinet	Date of Meeting:	26 February 2015
Subject:	Town Centre Working Group Final Report		
Report of:	Director of Corporate Services	Wards Affected:	All
Is this a Key Decision?	Yes	Is it included in the Forward Plan?	Yes
Exempt/Confidential	No		

Purpose/Summary

To present formally the Final Report of the Town Centres Working Group

Recommendation

That the recommendations of the Infrastructure Working Group, as set out in paragraph 9 of its Final Report and detailed below, be approved:-

1. That the Director of Built Environment be requested to review the Town Centre Strategies in order that there is a co-ordinated and systematic approach to Town Centre Development that links into other strategies across the Council.
2. That the Director of Street Scene be requested to produce individual cleansing programmes for each commercial centre across the Borough, recognising that one size doesn't always fit all.
3. That the Director of Built Environment, as part of any future Parking Review, be requested to investigate the possibility of undertaking a more focused and robust approach to a cost/benefit analysis. The Parking Review has now been completed.
4. That the Director of Built Environment be requested to investigate the work that has been undertaken by Maghull Community Enterprise in designing and opening a Pop-up Shop known as "The Emporium" with a view to designing a Sefton Model for Pop-up Shops in order that other Town Centres across the Borough could adopt a similar approach.
5. That the Director of Built Environment, as resources allow, assign appropriate Officers to the Town Teams across the Borough in order that those Officers may offer support and guidance in promoting and improving Town Centres, assets and tourist attractions associated with individual Town Centres across the Borough as a possible income generator.
6. That the Director of Built Environment (Regeneration) in consultation with the Director of Corporate Services (Neighbourhoods) be requested to engage with local businesses, the Community, Voluntary and Faith sectors to encourage the development of the Borough's Town Centres with a view to evidencing engagement with those groups to develop a proposed work programme that is effective and inclusive.

7. That an Officer and Member Working Group be established consisting of Officers from Built Environment (Regeneration) and Corporate Services (Neighbourhoods) and Members along with any other relevant Officers to take the task of Town Centre Development forward.
8. That the Director of Built Environment be requested to draft clear criteria to support Community Social Enterprise that reduce bureaucracy and create a greater understanding and empathy towards local business to include a consideration of rate rebates for social enterprises equivalent to registered charities when additional social value and support for community development can be clearly demonstrated.
9. That through the investment strategies for Bootle, Crosby and Southport, the Director of Built Environment be requested to contact the Town Centres and suggest that they conduct a mapping exercise of landlords in each of their Town Centres, using the Cabinet Member for Regeneration and Tourism Capital Fund.
10. That the Director of Corporate Services be requested to investigate the possibility of landlords using the empty rate relief regime provided this leads to enterprise development, job creation and longer term economic and social value.
11. That the Director of Corporate Services be requested to ensure that Charity Shops continue to be inspected prior to awarding relief and reviewed from time to time to ensure that relief criteria are met, with any abuse reported being investigated and appropriate action taken accordingly.
12. That the Director of Built Environment be requested to investigate the possibility of using the lampposts outside the Bootle Strand Shopping Centre as advertising space and a possible income generator and if this proves to be successful, adopt a similar principle, wherever possible, throughout the Borough.
13. That the Working Group welcomes that the Director of Built Environment intends to consult and seek local community representation in relation to any proposal to draft an investment strategy that impacts on that local community.
14. That, in the spirit of the One Council vision, all Directors and Heads of Service be requested to consider how their individual Departments actions impact on Town Centre development and how the development or decline then impacts on local residents and citizens.
15. That the Working Group seeks reassurance from the Council that the regeneration of the Borough's Town Centres should not be delayed or blocked due to any unnecessary internal procedures within the Council by adopting local protocols that seek to support local community activities in a positive and supportive way.
16. That investment and operational planning be more closely aligned through the Director of Built Environment.
17. That the Director of Built Environment, as resources allow, be requested to submit a quarterly progress report to the Overview and Scrutiny Committee (Regeneration and Environmental Services) detailing the proactive work being done to promote and create

vibrant Town Centres across the Borough.

18. That the Director of Built Environment, as resources allow, be requested to submit a six monthly performance monitoring report to the Overview and Scrutiny Committee (Regeneration and Environmental Services), setting out progress made against each recommendation of this Final Report.

How does the decision contribute to the Council’s Corporate Objectives?

	<u>Corporate Objective</u>	<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	√		
2	Jobs and Prosperity	√		
3	Environmental Sustainability	√		
4	Health and Well-Being	√		
5	Children and Young People	√		
6	Creating Safe Communities	√		
7	Creating Inclusive Communities	√		
8	Improving the Quality of Council Services and Strengthening Local Democracy		√	

Reasons for the Recommendation:

The Working Group has made a number of recommendations that require approval by both the Overview and Scrutiny Committee (Regeneration and Environmental Services) and the Cabinet.

Alternative Options Considered and Rejected:

The Cabinet could refuse approval of the recommendations.

What will it cost and how will it be financed?

Any financial implications arising for the Council as a direct result of this report will be met within existing resources.

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Financial
Legal
Human Resources
Equality

1.	No Equality Implication	<input checked="" type="checkbox"/>
2.	Equality Implications identified and mitigated	<input type="checkbox"/>
3.	Equality Implication identified and risk remains	<input type="checkbox"/>

Impact of the Proposals on Service Delivery:

Not applicable

What consultations have taken place on the proposals and when?

The Head of Corporate Finance and ICT has been consulted and notes the report indicates no direct financial implications for the Council. Any financial implications arising for the Council as a direct result of this report will be met within existing resources (FD3418/15).

The Head of Corporate Legal Services (LD 2710/15.) have been consulted and has no comments on the report.

The Director of Built Environment

Implementation Date for the Decision

Following the expiry of the “call-in” period for the Minutes of the Cabinet Meeting

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Background Papers:

There are no background papers available for inspection

1. Introduction/Background

- 1.1 The Overview and Scrutiny Committee (Regeneration and Environmental Services) established the Town Centres Working Group to consider the development of Town Centres across the Borough . Accordingly, the Working Group has met on numerous occasions to undertake such review and its Final Report, together with associated recommendations, is attached.
- 1.2 The Overview and Scrutiny Committee (Regeneration and Environmental Services) met on 20 January 2015 to consider the Final Report and resolved (Minute No. 25) that “the Overview and Scrutiny Committee (Regeneration and Environmental Services) supports the contents of the Town Centres Working Group Final report and recommends Cabinet to agree the recommendations as set out in paragraph 9 of that report”
- 1.3 The Cabinet is recommended to approve the Town Centres Working Group’s Final Report.